

Table 26a

Importance of IT goods and services for improving product quality, by selected company characteristics and innovation status: 2001

(Frequency)

Characteristic	Total	Importance			Nonresponse
		No or little	Moderate	Great	
All companies.....	72,400	13,800	27,700	30,700	S
IT.....	9,700	1,000	3,400	5,300	S
Manufacturing.....	3,000	500	1,200	1,300	S
Communication.....	1,600	100	600	900	S
Computer related services.....	5,100	400	1,600	3,100	S
Non-IT.....	62,700	12,800	24,300	25,400	S
Manufacturing.....	39,300	8,500	16,600	14,100	0
Transportation & public utilities.....	8,500	2,400	2,800	3,300	S
Finance, insurance & real estate.....	11,900	1,600	3,700	6,500	S
Engineering & AAB services.....	2,900	300	1,100	1,500	S
By revenue size					
\$2.5M to \$4.9M.....	26,500	4,900	9,800	11,700	S
\$5M to \$9.9M.....	17,800	3,300	6,800	7,600	S
\$10M to \$24.9M.....	16,100	3,800	6,000	6,300	S
\$25M to \$50M.....	6,000	900	2,400	2,700	0
Above \$50M.....	5,900	S	2,700	2,300	S
Innovators ¹	34,400	2,600	13,400	18,200	S
IT.....	7,000	400	2,200	4,300	S
Manufacturing.....	1,500	S	500	900	S
Communication.....	1,200	S	400	700	0
Computer related services.....	4,300	S	1,300	2,700	S
Non-IT.....	27,400	2,200	11,200	13,900	S
Manufacturing.....	15,300	S	7,200	6,700	0
Transportation & public utilities.....	3,700	S	1,400	1,900	S
Finance, insurance & real estate.....	6,900	S	2,100	4,300	S
Engineering & AAB services.....	1,500	S	500	900	S
By revenue size					
\$2.5M to \$4.9M.....	11,400	800	3,800	6,700	S
\$5M to \$9.9M.....	8,100	S	3,600	4,200	0
\$10M to \$24.9M.....	7,700	S	2,900	4,000	S
\$25M to \$50M.....	3,500	S	1,400	1,900	0
Above \$50M.....	3,700	S	1,800	1,500	S
Noninnovators ¹	37,000	10,800	14,100	12,000	S
IT.....	2,600	600	1,100	900	S
Manufacturing.....	1,500	400	700	400	S
Communication.....	400	S	200	200	S
Computer related services.....	800	S	S	300	0
Non-IT.....	34,300	10,200	13,000	11,100	S
Manufacturing.....	23,500	6,900	9,300	7,300	0
Transportation & public utilities.....	4,600	2,000	1,400	1,200	0
Finance, insurance & real estate.....	4,800	1,100	1,600	2,000	S
Engineering & AAB services.....	1,400	200	600	600	0
By revenue size					
\$2.5M to \$4.9M.....	14,400	3,800	5,800	4,700	S
\$5M to \$9.9M.....	9,500	2,900	3,200	3,400	S
\$10M to \$24.9M.....	8,400	3,000	3,100	2,300	0
\$25M to \$50M.....	2,500	S	1,000	S	0
Above \$50M.....	2,200	S	S	S	0

¹ Breakdowns by innovation exclude 32 cases, representing 1,100 companies, in which innovator status could not be determined. To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

KEY: IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses

NOTES: Responses are to question 7f: "On a scale of 1 to 10, where 1 is not at all important and 10 is extremely important, please rate the importance of IT goods and services for improving product quality?" The category "No or little importance" represents a response of 1, 2, or 3 to this question. The category "Moderate importance" represents a response of 4, 5, 6, or 7 to this question. The category "Great importance" represents a response of 8, 9, or 10 to this question. Total nonresponse consists of item nonresponse and don't know responses.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3695, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

SOURCE: National Science Foundation, 2001 Information Technology Innovation Survey.